

# **0516 - Educational Television Commission**

## **Final Progress Report for the reporting period July 1, 2003 - June 30, 2004**

### **Section I. Agency Update and Assessment**

**1. Emerging Issues at the Federal (National) or State level affecting the agency.**

The Federal Communications Commission (FCC) mandated that all television and radio licensees implement digital technology by 2003. Licensees are required to maintain the old analog broadcast signal while simultaneously broadcasting the new digital signal until the year 2006 or until 85% of the market can access the new digital signal. At that time the analog licenses will revert to the federal government for auctioning to entities like cell phone companies.

**2. Status of any new initiatives funded from General Revenue or General Improvement funds in the 2003 Legislative Sessions and other changes made through General Legislation.**

The FCC extended AETN's deadline two times due to difficulties with tower work bids and uncertain funding. Digital transmitters and dual antennas were installed January-March 2004 at 5 transmitter sites. Ten microwave sites were refitted for digital transmission statewide. Integration of digital systems at network headquarters in Conway was completed in March 2004. AETN successfully went live with digital broadcasts at all sites in May 2004 and is now fully compliant with the FCC mandate. AETN requested the final \$1M of state capital approved in the first special session of 2003, but the funding has not yet been released. The FCC approved a sixth transmitter license in SE Arkansas and AETN is requesting a channel change from UHF to VHF. Funding for this transmitter is unsecured.

**3. Discuss significant factors internal and external to the agency affecting agency performance.**

AETN operates efficiently. Adequate funding is even more important in an environment of escalating costs for programs, services and technical operations. AETN's share of state funding hasn't increased since the 1990s. With new digital technology AETN is poised to help education in Arkansas. AETN is requesting biennial funds to become a primary provider of professional development training to the 34,000 teachers statewide. If fully funded, AETN's offerings will be more accessible and free to teachers who must complete the 60 hours/year of professional development required by Acts 59 and 74 of the 2nd Special Session of 2003. Act 108 of 2003 2nd ES excludes AETN from the "first-funding" provisions for public education.

**4. Provide comments on the usefulness and reliability of performance measures.**

AETN believes that performance measures are useful tools for measuring success and for improving public relations through progress reports to the citizens and donors.

**5. Discuss significant uses of line item flexibility in this report period (agencies operating under Performance-Based Appropriations only).**

Not applicable.

**Section II. Performance Indicators****Program 1: ADMINISTRATIVE AND SUPPORT SERVICES PROGRAM**

**Goal 1:** The Goal of the Administrative and Support Services Program is to support the delivery of accessible educational programs and services to all Arkansans.

**Objective 1:** The executive leadership and Finance and Administration Division will provide planning, administer resources, and provide administration support and direction for network programs and services.

Measure

<u>Number</u>	<u>Performance Indicators</u>	<u>Annual Target</u>	<u>FY04 Actual</u>	<u>Comments</u>
1	Demonstrate good stewardship of resources toward agency performance. (measured by # audit findings)	1 defect	0 defects	# of avoidable/repeatable findings for FY'03 Audit completed in 9/03. FY'04 Audit to be completed in 9/04.
2	Demonstrate good stewardship of resources toward agency performance. (measured by admin budget percentages)	12%	10%	% of total budget going to Administration costs in FY'04.

**Comments on performance matters related to Objective 1:**

**Program 1: ADMINISTRATIVE AND SUPPORT SERVICES PROGRAM**

**Goal 1:** The Goal of the Administrative and Support Services Program is to support the delivery of accessible educational programs and services to all Arkansans.

**Objective 2:** The Communications and Outreach Division will promote network programs and services and partner with educational institutions, government agencies, and private entities to extend the value of those services with information and activities about education, economy, environment, health & wellness, culture & heritage, public affairs, and public safety.

Measure

<u>Number</u>	<u>Performance Indicators</u>	<u>Annual Target</u>	<u>FY04 Actual</u>	<u>Comments</u>
1	Demonstrate promotion of services statewide.	75 counties	75 counties	Documented statewide promotion, advertising and activities.
2	Demonstrate promotion of services statewide.	12 projects	39 projects	Documented 245 outreach activities on 39 projects.

**Comments on performance matters related to Objective 2:**

Over 28,000 inches of print advertising reached close to 44 million readers during FY'04 through approximately 190 media outlets in Arkansas. In addition to media and public contacts statewide, AETN provided 39 innovative outreach projects through over 245 activities to promote programs and services. Projects included Legislative coverage, "The Blues" cultural statewide outreach, "Going To School," "Ready To Learn," "Healthy Raps" (youth target), "Arkansas Veterans Project," "Men and Women of Distinction," "The Forgetting" (Alzheimer's), Student Art Exhibits and "Civic Affairs" (Arkansas Legislature), etc.

**Program 1: ADMINISTRATIVE AND SUPPORT SERVICES PROGRAM**

**Goal 1:** The Goal of the Administrative and Support Services Program is to support the delivery of accessible educational programs and services to all Arkansans.

**Objective 3:** Technical Services will provide engineering and information technology support to maintain AETN's equipment and infrastructure, while transitioning to digital technology for delivery of multiple digital channels.

**Measure**

<u>Number</u>	<u>Performance Indicators</u>	<u>Annual Target</u>	<u>FY04 Actual</u>	<u>Comments</u>
1	Successfully transition to digital technology by FCC deadline, and maintain 24-hour analog distribution service with exceptions for acts of nature.	1 exception; 90% on-air	0 exceptions and 98% on-air statewide	FCC extended DTV deadlines to 6/04. AETN went live with DTV at all sites 5/30/04. Off-air time due to equip installations at 5 transmitters & 10 microwaves.
2	Successfully transition to digital technology by FCC deadline, and maintain 24-hour analog distribution service with exceptions for acts of nature.	30%	33.40%	% of total budget going to Engineering and Information Technology Expenses in FY'04.
3	Successfully transition to digital technology by FCC deadline, and maintain 24-hour analog distribution service with exceptions for acts of nature.	9	11	Number of systems configured uniquely to serve AETN's analog and digital broadcast services.
4	Successfully transition to digital technology by FCC deadline, and maintain 24-hour analog distribution service with exceptions for acts of nature.	90% analog, 75% digital	91% analog and approximately 65% digital power.	Three digital transmitters are on low power and 2 of those are highly directional to protect other broadcasters' signals until the end of the transition.

**Comments on performance matters related to Objective 3:**

AETN's first-year goal for digital coverage at go-live was 50% in 2003. Since AETN went live with digital in 2004 at 65% coverage, the first-year goal was more than met, although it compares unfavorably to the second year goal of 75%.

**Program 2: BROADCAST SERVICES**

**Goal 1:** The Goal of the Broadcast Services Program is to provide accessible educational programs and services to all Arkansans.

**Objective 1:** The Learning Services Division will produce and acquire programs for all age learners and partner with diverse organizations to provide educational services to Arkansans.

**Measure**

<u>Number</u>	<u>Performance Indicators</u>	<u>Annual Target</u>	<u>FY04 Actual</u>	<u>Comments</u>
1	Provide diverse opportunities for life-long learners through programming and services targeted at pre-school education. (measured by # hours of broadcast)	2130	3,000 hours of Pre-School Programs	# of hours broadcast 7/03-6/04 of Pre-school programming per logs
2	Provide diverse opportunities for life-long learners through programming and services targeted at pre-school, K-12, college, and adult continuing professional education.	72.5%	97.3% of Arkansas schools use AETN	Schools statewide use AETN services. Only 30 of 1131 schools show no activity on AETN's popular video streaming service.
3	Goal 1, Objective 1: Provide diverse opportunities for life-long learners through programming and services targeted at K-12 education. (measured by # hours of broadcast)	1400	3,460 hours of K-12 Programs	# of hours broadcast 7/03-6/04 of K-12 programming (includes 865 hours of overnight block feeds)
4	Provide diverse opportunities for life-long learners through programming and services targeted at adult continuing professional education. (measured by # hours of broadcast)	130	182 hours of Adult Education Programs	# of hours broadcast 7/03-6/04 of Adult Education programming
5	Provide diverse opportunities for life-long learners through programming and services targeted at college. (measured by # hours of broadcast)	546	506 hours of College Telecourse Programs	# of hours broadcast for 4 semesters of College Telecourses from summer '03 to summer '04

**Comments on performance matters related to Objective 1:**

**Program 2: BROADCAST SERVICES**

**Goal 1:** The Goal of the Broadcast Services Program is to provide accessible educational programs and services to all Arkansans.

**Objective 2:** The Program Services Group (Programming Division, Production Division, Operations Division) will produce, co-produce, acquire and schedule programs for all age learners and partner with diverse organizations to provide educational, cultural and civic affairs services to Arkansans.

**Measure**

<u>Number</u>	<u>Performance Indicators</u>	<u>Annual Target</u>	<u>FY04 Actual</u>	<u>Comments</u>
1	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed (education, economy, environment, health/wellness, culture/heritage, public affairs, and public safety), and partnerships with diverse entities.	4 targets	9+ targets served: Pre-school, K-12, College, Adult Learners, Parents, Caregivers, General Adults, Adults 65+, Minorities, etc.	Target programs included: Mothers in Prison/Children in Crisis; The Forgetting (Alzheimer's Arkansas call-in); Guiding Children Successfully, Right From Birth, Going to School, and Reading Rocks, (series for parents, educators and child caregivers); and Fighting Fat (Obesity series).
2	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed, and partnerships with diverse entities.	120 hours	Over 210 hours of programs broadcast for and about Arkansas	Programs related to Arkansas produced or acquired included: It Started Here (Ark & the LA Purchase), Hoxie/The First Stand, Arkansas Quiz Bowl, Ark Week, Ark Asks, Healing Minds, Health Raps, El Latino, Ark Business, Ark Outdoors, AETN Presents, Legislative Session.
3	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed, and partnerships with diverse entities.	130,000	Approximately 122,000 households viewed during prime time	Average cumulative household weekly audience during prime time per latest measures from PBS Research & A.C. Neilsen.
4	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed, and partnerships with diverse entities.	112,500	Approximately 118,000 households viewed during weekdays and weekends	Average cumulative household weekly audience during week days and weekends per latest measures from PBS Research & A.C. Neilsen.

measures continued on following page

**Program 2: BROADCAST SERVICES (Continued)**

**Goal 1:** The Goal of the Broadcast Services Program is to provide accessible educational programs and services to all Arkansans.

**Objective 2:** The Program Services Group (Programming Division, Production Division, Operations Division) will produce, co-produce, acquire and schedule programs for all age learners and partner with diverse organizations to provide educational, cultural and civic affairs services to Arkansans.

**Measure**

<u>Number</u>	<u>Performance Indicators</u>	<u>Annual Target</u>	<u>FY04 Actual</u>	<u>Comments</u>
5	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed (education, economy, environment, health/wellness, culture/heritage, public affairs, and public safety), and partnerships with diverse entities.	7 areas	7 subject areas presented: education, economy, environment, health/wellness, culture/heritage public affairs, and public safety.	Programs produced/acquired include: Arkansas Stories, Parent Wars, Sound of Dreams, Great Arkansas Treasure Hunt, Talkin' Outdoors, Arkansas' Great Flood, Today's Garden, Aging Successfully, AIDS in Ark, Yoga with Andrea, Sanatorium Hill, On the Same Page, Arkansas' Hemingway, Life Interrupted, Exploring Arkansas, Bringing U.S. Foreign Policy Home, Severe Weather Safety, Talking to Children About War, etc.
6	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed (education, economy, environment, health/wellness, culture/heritage, public affairs, and public safety), and partnerships with diverse entities.	20 partners	61+ partners worked with AETN to provide educational information to Arkansans	AETN's partners included: ADE, UA, UALR, UCA, UAMS, AG&F, AP&T, Sec of State, Auditor of State, Governor's Office, Ark Heritage, Arts Council, Butler Center, Central Ark Library, Ark Bar Assn, Rockefeller Fdtn, Hendrix, Harding, U of Memphis, Ark Business, Ark Times, Coop Ext, Benton Fdtn, Ark Elec Coops, El Latino News, etc.

**Comments on performance matters related to Objective 2:**

Nielsen Media Research indicates the national average of viewing for public television systems across the U.S. was 159,333 households. AETN's average viewing statewide was 239,012 households in an Arkansas universe of 976,000 households.